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(57) Abstract :	ABSTRACT ANALYSIS OF HOW RECRUITMENT PROCESS CONDUCTING IN INSURANCE COMPANY The recruitment process in insurance companies is a crucial aspect of the organization's success. It involves finding the right talent to fill various roles within the company, from agents and underwriters to administrative and support staff. In recent years, there has been a significant shift in how recruitment processes are conducted in insurance companies, with a stronger emphasis on utilizing technology and data analysis. One major trend in recruitment for insurance companies is the use of applicant tracking systems (ATS) and online job portals. These systems allow for a more streamlined and efficient process of screening through resumes and CVs, saving HR professionals time and effort in finding qualified candidates. Additionally, online job portals allow for a wider reach, allowing the company to attract top talent from a larger pool of applicants. Moreover, the use of data analysis in recruitment has become increasingly important for insurance companies. With the help of data and analytics, HR teams can identify key characteristics and skills that are necessary for success in different roles within the company. This allows for a more targeted approach to recruitment, ensuring that only the most qualified candidates are selected for further evaluation. Additionally, many insurance companies are focusing on diversity and inclusion in their recruitment processes. This involves actively seeking out a diverse pool of candidates from various backgrounds and demographics. By doing so, companies are not only promoting equality and fairness, but they are also enhancing their team's diversity, which has been shown to lead to more innovative and successful businesses. Finally, the use of technology in recruitment has also opened up the possibility of remote hiring for insurance companies. With the widespread adoption of remote work due to the COVID-19 pandemic, companies have realized the potential to recruit talent from anywhere in the world. This allows for a more diverse workforce and can also lead to cost-saving measures for the company. In conclusion, the recruitment process in insurance companies is evolving to become more efficient, data-driven, and inclusive. Utilizing technology and data analysis allows for a more streamlined and targeted approach to finding the right talent, while also promoting diversity and reducing costs. As the industry continues to adapt and evolve, it is likely that we will see even more advancements in the recruitment process for insurance companies.	

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